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# News Letter

American Management Association

20 Vesey Street, New York, N. Y. Return Postage Guaranteed

No. 83

June 20, 1931

## Next Season's Conferences

The program of conferences and conventions for 1931-1932 range approximately as follows:

General Management (Annual Convention), New York, November

Financial Division Conference, New York, November

Industrial Marketing Conference, Cleveland, October

Shop Methods Conference, January

Personnel Conference, Pittsburgh, February 15 and 16, 1932

Office Management Conference, Pittsburgh, February 17 and 18, 1932

Consumer Marketing Conference, Chicago, March

Packaging Conference, Clinic and Exposition, Chicago, March

Packing and Shipping Conference and Exposition, Chicago, March

Production Conference, Chicago, March

Public Relations Conference, April

Insurance Conference, May

## **Annual Convention**

The Annual Convention of the Association will be held in New York, November 17, 18 and 19, 1931 and will be devoted to the general theme of **Co-ordinated Industrial Planning**.

## **Annual Business Meeting**

The Annual Business Meeting will be held at 4:30 P. M., Tuesday, November 17.

## **Industrial Marketing Conference**

The Industrial Marketing Conference of the Association will be held at Cleveland, probably October 14, 15 and 16, 1931. The topics on the program are as follows:

### **First Day**

Product and Market Research  
Defining and Locating the Buyer and the Line of Buying Influence  
The Use of Engineering Service in Selling  
Industrial Sales Budgeting Coordinated with Potential Market and Sales Analysis  
Sales Forecasting

### **Second Day**

Using Salesmen in Industrial Market Analysis  
Instalment Selling of Industrial Equipment  
Developing an Industrial Sales Pricing Policy  
Determining Whether or Not to Sell Direct or Through Dealers or Agents

It is planned to have a dinner on the evening of the second day at which the subject will be **Effective Methods of Convincing Industrial Buyers to Modernize Equipment**.

### **Third Day**

The third day will be devoted to the Northern Ohio Export Conference, the theme of which will be **Selling to Industry Abroad**.

## **Package Awards**

The silver cup to be known as the Irwin D. Wolf Trophy will be awarded by the American Management Association for the best package developed and put on the market during 1931.

This award grew out of the very successful Packaging Conference, Clinic and Exposition held at the



Hotel Pennsylvania, New York, May 19, 20 and 21.

Mr. Wolf, Secretary of the Kaufmann Department Stores, Inc., presided over the extremely successful Package Clinic.

The cup will be given for that package which is most satisfactory from a marketing standpoint and most appropriate for the purpose for which it was constructed. The rules governing the selection of the package, the judges and those eligible to receive the award will be announced later.

Another Packaging Conference, Clinic and Exposition, larger and more complete, is being arranged for March, 1932. As another feature, packing and shipping will be added to next year's exhibits and discussions at the conference.

Plans are being made for the organization of an Advisory Committee, consisting of representatives of users of packages and of packing and shipping materials and also of manufacturers of packages and packing and shipping equipment.

### Reprints Available

**The Best Answer**, by HARRY REID, President, National Electric Power Company; Chairman, Public Relations National Section, N. E. L. A. An explanation of what unfavorable public relations mean to a company in dollars and cents, and a summary of the public relations situation in the public utility industry.

**A Platform for American Business**. Presented by McGraw-Hill Publishing Company, Inc. A statement of underlying principles with some practical suggestions to guide in planning future progress.

**The Sin of Silence**. What is the Public Relations Situation. By HARRY REID. Addresses delivered before the Fifty-Third Convention of the National Electric Light Association, San Francisco, California, June 16-20, 1930.

**Personnel Research**, Annual Report, Director of Research, United States Civil Service Commission, covering junior and senior stenographer, typist examinations; new application forms; character investigations.

### Summer Conference Course in Industrial Relations

A Summer Conference Course on Industrial Relations will be given at Princeton University, September 21-26, 1931, under the auspices of the Industrial Relations Section.

Information may be had from J. DOUGLAS BROWN, Director of the Industrial Relations Section, Princeton University, Princeton, N. J.

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### Publications

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merce, University of E

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ciation.
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By C. S. CHING, Director  
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By FORREST U. WEBSTER,  
ler-Hammer, Inc.
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By C. R. CARY, Vice-Pres  
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urer, Dutchess Manufacturing Company.
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Henry L. Doherty & Company.
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## Shop Methods

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## General Management

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By MORSE DELLPLAIN, Vice-President.
- ☐ Some of the Conditions Which Are Bringing  
Forth Mergers—G.M. 103 ..... .75  
By O. W. VISSCHER, Editor, La Salle Extension Bul-  
letin, La Salle Extension University.

The Association prints a small supply of extra copies of publications in order to meet the needs of members who wish extra copies for distribution within the company.

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### AMERICAN MANAGEMENT ASSOCIATION

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